

**Exhibit J - Relevant retail experience of each principal officer or managing member responsible for Delaware operations**



HomeADE LLC d/b/a Zentility is an **automated energy service** formed to provide transparency to a complex and under-educated market in which energy is a big cost and an even bigger opportunity for businesses. Through its patent-pending algorithmic decision engine, the company is **reimagining** how businesses manage their energy. Its automated energy management service puts clients first. In doing so, the company has created an effortless way to manage energy for **a new generation** of business owners.

**The Team:**

**Ryan Peusch, Chief Executive Officer** - 10 years of diverse experience in energy management, business development, technology product management, and consulting. He worked in Business Development for Exelon, the leading U.S. power generator and Retail Energy Supplier, helping to develop and provide in-depth education on complex product structures and energy settlement options within the following industry segments: Power, Natural Gas, Load Response, Energy Efficiency, Solar, and Renewable Energy. He managed over \$30 million in energy related contracts while at Exelon.

**Craig Tobe, Chief Technology Officer** - Senior architect specializing in developing and scaling client/server applications. He has contributed to the success of major applications at companies like eBay, Constant Contact, FINRA, NPR, the American Red Cross, and many others across the finance, e-commerce, marketing, and media sectors.

**Joseph Patanella, Advisor** - 18 years as a technologist with the National Security Agency (NSA); entrepreneurial business experience throughout government career; founded TrustWave, a leading information security company in 1998, and grew it to over 300 employees and \$60M in annual revenue before stepping down from daily operations in 2008. He remains on TrustWave's Board of Directors.

**James Cawley, CSO, Advisor** – Senior advisor to the company on strategy and regulatory compliance. He served for many years as a commissioner and chairman of the Pennsylvania Public Utility Commission, one of the largest public utility regulatory bodies in the nation, beginning in the early 1980's and ending in 2015, interspersed with twenty years of law practice as counsel to several public utilities and competitive electric, gas, and telephone suppliers.